



# POULTRY

## I N D U S T R Y

---

Following the 2016 Governor's Summit on Agricultural Growth, the Kansas poultry industry received attention by groups outside of the state who also see growth potential. Within four months of the summit, a business development site consultant made contact regarding this agriculture sector.

Compared to more traditional livestock production in Kansas, the poultry industry is relatively small and unknown. Kansas is home to some innovative and high value egg laying and poultry genetic companies, however, opening the door for expansion in the poultry sector. Poultry operations require relatively less land than other livestock, and Kansas is home to abundant poultry feedstock supplies. Other factors contribute to Kansas' appeal to the poultry industry, including effective freight and warehouse infrastructure and strong leadership in education and policy relating to the poultry sector. Kansas has shown leadership in proactive preparation for possible disease outbreak events.



Along with the numerous advantages Kansas offers the poultry industry, several challenges exist as well, which pose potential barriers to growth. The lack of in-state processing facilities means poultry farms have to ship out of state for processing, which adds expense to the bottom line.

Several issues could improve the outlook for poultry production, including some relating to water use, shipping efficiencies and international trade. Because poultry is still a growing sector in Kansas, potential producers may be hesitant to invest in what they may see as an uncertain or simply unknown sector in the state.

To realize the potential growth in the poultry industry, key Kansas partners must continue to provide input and discussion to develop a long-term growth strategy. Efforts are being made to increase public education, industry outreach and active collaboration between public and private stakeholders. This cooperative effort investment in the poultry strategic growth plan will result in long-term success for the poultry industry in Kansas.

# STATUS

The poultry industry in Kansas is ranked 34th in the nation in terms of egg and poultry meat sales according to the latest Census of Agriculture. According to estimates prepared by the Kansas Department of Agriculture and based on the Implan economic data model, the poultry industry in Kansas has a direct output of over \$113.5 million and creates 148 jobs in the state. Through indirect and induced impacts, the industry supports a total of 515 jobs and creates a total economic contribution of almost \$201.3 million.

Compared to more traditional livestock production in Kansas the poultry industry is relatively small. However, Kansas is home to innovative and high value egg laying and poultry genetic companies. Southeast Kansas is home to broiler and turkey production while a majority of the state's egg production arises from one company in central Kansas.

Readily available feedstock (corn, soybeans and sorghum) and land resources paired with relatively small land requirements and short-term return on investment of poultry facilities and a pro-business climate make Kansas a prime location for the poultry industry to expand.

# OPPORTUNITIES

In order to develop a strategic growth plan for the poultry industry it is important to understand the areas where Kansas has a comparative advantage and the best opportunities for growth or expansion.

Factor	Implications for Growth and Development Opportunities
Biosecurity	<p>Kansas is recognized as one of the best exercised states in foreign animal disease. The construction of the National Bio and Agro-Defense Facility and the existing Biosecurity Research Institute enhance the research capabilities for animal health and biosecurity for the state, U.S. and global poultry community.</p> <p>KDA, in conjunction with county government and law enforcement, led the highly pathogenic avian influenza (HPAI) response in the spring of 2015. This response dealt with a confirmed positive case in a backyard flock in the state as well as response from being within the quarantine area of a Missouri location.</p>
Feed Supply and Land Availability	<p>Kansas is home to abundant poultry feedstock supplies including:</p> <ul style="list-style-type: none"><li>• Corn and corn derived dried distiller's grain</li><li>• Sorghum and sorghum derived distiller's dried grains</li><li>• Soybeans and soybean meal</li></ul> <p>Kansas has the second most farm land of any state, with roughly 90 percent devoted to agriculture. Poultry operations demand relatively less land than other animal facilities. These two factors together equate to a relatively available and affordable base for expanding operations compared to southeast states.</p>



Factor	Implications for Growth and Development Opportunities
<b>Human Capital</b>	<p>The existing poultry industry in Kansas is seeking to expand, creating additional investment opportunities. Immigration remains a critical component for the Kansas agriculture sector — including animal processing.</p> <p>Kansas State University’s Department of Animal Sciences and Industry houses respected research and extension faculty in poultry and egg production, feed science, animal processing and food safety.</p>
<b>Policy Environment</b>	<p>Kansas tax law allows sales tax exemption on the construction, reconstruction and remodeling of poultry and egg facilities for projects greater than \$50,000; and sales tax exemption for farm machinery and equipment and various ag-based inputs. These state tax code provisions make Kansas a more attractive state for growth or expansion.</p> <p>Also at the state level, Kansas worked closely with the poultry community to ensure that the Kansas poultry industry is protected from overreaching federal regulation. Governor Sam Brownback is on record via written letter to former U.S. Department of Agriculture Secretary Tom Vilsack speaking out against proposed changes to the National Organic Egg Standards that would negatively impact the state’s organic egg producers.</p> <p>Through the KDA Animal Health Board and key partnerships throughout the industry, KDA regularly meets with and seeks input on policy-related issues to ensure industry concerns are heard and included in policy decisions.</p> <p>At the federal level, Kansas is fortunate to have elected members of Congress who strongly support the agricultural industry. The Kansas congressional delegation will play an important role in influencing positive changes related to federal regulations or legislation, international trade, federal taxes, antibiotic use, poultry facility requirements, transportation rules, natural resources and more.</p> <p>In partnership with K-State, KDA can provide plan writing and training to poultry processors to meet Hazard Analysis and Critical Control Points (HACCP) standards.</p>
<b>Supporting Infrastructure</b>	<p>The presence of a world-leading poultry genetic company makes for readily available access to the finest egg laying stock in the world.</p> <p>Kansas is home to an intermodal freight facility in Edgerton with supporting cold storage warehouse infrastructure to handle more than 1 billion pounds of frozen meat products on an annual basis.</p>

Factor	Implications for Growth and Development Opportunities
Water	Kansas is also taking significant proactive steps to preserve and extend the usable life of the water supply in Kansas. In recent years, voluntary, flexible and producer-driven water conservation tools have been implemented to help farmers and ranchers manage their water rights while continuing to raise crops or livestock. Additionally, Kansas has developed a <i>Vision for the Future of Water Supply in Kansas</i> with goals and specific action items to help ensure a reliable water supply while continuing to grow the economy.

## SUCCESS STORIES

The poultry and egg production community in Kansas works to improve practices and efficiencies. In recent years, state and industry partners have taken some of the following steps to improve and protect the industry.

- During the high path avian influenza (HPAI) outbreak in spring 2015, Kansas confirmed itself as one of the leaders in foreign animal disease response through succinct testing and monitoring of affected areas.
- KDA Division of Animal Health staff worked proactively with poultry companies to assist in the development of disease outbreak plans.
- A facility in central Kansas has invested in expanded organic and conventional egg production facilities.
- A genetics company opened their first Kansas farm in 2016. This breeder farm, located in southeast Kansas, houses two pullet rearing and two breeder lay houses.
- The Poultry Federation welcomed Kansas as a new member state in June 2017.

## CHALLENGES

While Kansas is poised for major expansion in the poultry sector, the following factors represent challenges serving as barriers to achieving the objective of the strategic growth plan.

Challenge	Details of Challenge
<b>Critical Infrastructure</b>	<p>A lack of adequate housing in rural areas compounds the issue of a shortage of agricultural workers.</p> <p>A lack of rail access in the western portion of the state will require producers to ship products across the state to be loaded onto the rail or use alternative transportation.</p> <p>As poultry and egg producers and processors identify when and where to grow their presence, a key factor they will consider are utility rates. There are challenges with competitive utility rates in Kansas that have resulted in burdensome and unnecessarily high utility rates.</p>
<b>Industry Perception</b>	<p>Compared to southeast states, Kansas does not have a strong history in the poultry industry. Therefore, potential Kansas producers and investors may be hesitant to investing in poultry and egg production. Consumer perception of the poultry industry can be a road block to development; thus increasing consumer outreach and education in addition to potential grower education is necessary to further develop the Kansas poultry industry.</p>

Challenge	Details of Challenge
<b>International Trade</b>	Access to international markets for poultry products is key to growing the industry as is basing trade agreements on internationally recognized, science-based standards with regard to sanitary and phyto-sanitary measures. Resistance to free trade agreements at the federal level can hinder this access.
<b>Lack of Facilities</b>	Kansas lacks in-state poultry processing and value-added facilities. Kansas poultry farms ship broilers and spent hens out of state for processing (Arkansas, Missouri and Mississippi).
<b>Nutrient Management</b>	Improperly stored and/or applied poultry litter may create water quality problems downstream. This problem is compounded in areas with relatively high rainfall such as southeast Kansas. Key stakeholders are working to define best practices for poultry litter and establish a baseline for expectation.
<b>Policy</b>	Though not unique to Kansas, there exist significant challenges due to federal laws and regulations, including: Waters of the U.S., National Organic Egg Standards, the Endangered Species Act, international trade and more.
<b>Supporting Organizations</b>	Kansas is a new member state of the Poultry Federation. Allocating resources and staff time to engage with this industry organization has not been activated at this time.
<b>Water</b>	Critical to starting a poultry operation is access to an abundant and reliable water supply. This can prove challenging in many areas of western Kansas that are closed to new water appropriations. New or expanding poultry operations in these regions will have to purchase land with sufficient water rights.
<b>Workforce Development</b>	Growth in the poultry industry will require a skilled and non-skilled workforce, which continues to be a significant challenge throughout the entire agricultural industry.





# Poultry Industry Growth Objective:

Establish a solid foundation and develop partnerships that will support growth and advance the poultry industry in the state.

## OUTCOMES & ACTION ITEMS

Leaders from throughout the Kansas poultry industry will continue to collaborate in the development and implementation of a long-term strategic growth strategy with input and discussion among key partners. Industry-identified desired growth outcomes, initially developed in 2016 and expanded to include action items, which will be implemented by industry and key partners and updated annually at the Kansas Governor's Summit on Agricultural Growth. Following are the proposed action items to continue building on the achievement of the poultry sector desired outcomes.



### High Priority Outcomes

**Clear understanding of opportunity for poultry industry growth in Kansas through completion of a feasibility study.**

#### ACTION ITEMS:

- Author or underwrite a feasibility study to determine poultry growth opportunities (genetics, growers, processing, or value adding) in Kansas and advantages of doing business in the state.
- Create a white sheet addressing Kansas deficiencies and the actions needed to fix them.
- Form a team of industry leaders that is well educated on growth opportunities and advantages of the industry in Kansas .

**Land-grant university research focused on poultry industry development, including increased extension education, outreach and support for Kansans engaged in or interested in the poultry industry.**

#### ACTION ITEMS:

- Hold input session with poultry industry determining interest in research offerings and mentoring offered through extension.
- Evaluate methods for funding additional personnel and determined areas of expertise that could match the needs of the industry.
- Generate a master poultry grower list in an effort to communicate with and organize the Kansas poultry industry.
- Increase the number of Kansas State University graduates hired into employment opportunities within the industry .
- Research on poultry diseases to help producers manage flock health.

**Regulations based on sound science and supportive of business success, particularly in regard to organic standards and other laws which directly affect the poultry industry.**

#### ACTION ITEMS:

- Meet regularly with industry to stay connected on regulatory issues.
- Actively communicate real consequences to elected officials as they relate to Kansas poultry producers to federal elected officials.
- Partner with other states to advocate against federal overreach.



**Identify Kansas communities that express acceptance to and interest in understanding the economic benefits of the poultry industry and are open to welcoming businesses into their region.**

**ACTION ITEMS:**

- Include a community or regional economic impact section in the poultry feasibility study.
- Work with economic development personnel in various communities to understand data and answer questions regarding poultry and poultry growth opportunities.
- Increase communication about the poultry industry to Kansas communities, and work to dispel misconceptions that give the industry a bad reputation.
- Design positive public campaigns to share the story of the poultry industry by focusing on the benefits.
- Invite producers in surrounding states to share their story on who to integrate and work alongside the poultry industry.

**Alternative workforce programs to fill talent and workforce needs of the industry. A successful example is the current Kansas Department of Corrections work release program's support of existing poultry business workforce gaps.**

**ACTION ITEMS:**

- Create a report documenting the programs/sources for hiring new employees and other workforce issues poultry producers face on a daily basis.
- Draft a workable solution document citing state and potential federal workforce programs to be shared industrywide and within communities across the state.

**Develop further processing and value-add infrastructure.**

**ACTION ITEMS:**

- Increase the number of poultry processing sites available to Kansas growers.



## Successfully Achieved Outcomes

---

**Expansion of The Poultry Federation to include Kansas. Joining a federation would provide opportunities to establish industry contacts, expand business to business networking and increase overall state representation in the poultry industry.**

*Kansas joined The Poultry Federation in June 2017.*

